

Message Text

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PAGE 01 STATE 065883
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FM SECSTATE WASHDC

TO AMEMBASSY LONDON

UNCLAS STATE 065883

E.O. 11652: N/A

TAGS: BEXP, AFSAP, UK

SUBJECT: FY 1977 COUNTRY COMMERCIAL PROGRAM UK, FIRST

QUARTERLY REPORT

REF: (A) LONDON 00189, (B) STATE 244219, 10-14-75

(C) STATE 280182, 12-23-74

1. BASED ON DATA PROVIDED REFTEL (A), WCAG PLEASED TO NOTE THAT CCP EVIDENTLY ON TRACK WITH 1ST QUARTER GOALS ESSENTIALLY ACHIEVED.

2. IN ENSUING DISCUSSIONS, WCAG REVIEWED BASICS OF PERTINENT QUARTERLY REPORTING GUIDELINES (REFTELS B AND C). THE "MANAGEMENT BY EXCEPTION" REPORTING TECHNIQUE REMAINS IN EFFECT TO MINIMIZE REPORTING BURDEN ON POSTS. HOWEVER, IT UNCLASSIFIED

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WAS CONCLUDED THAT THE LATTER REFTELS DO NOT PRECLUDE POSTS FROM INCLUDING APPROPRIATE QUALITATIVE, EVALUATIVE OR DESCRIPTIVE COMMENT AND THAT, TO BRING UK QUARTERLY REPORTS MORE USEFULLY IN LINE WITH THOSE FROM OTHER POSTS, SUCH DATA WOULD BE WELCOME.

3. PARAGRAPH 2 OF THE "SAMPLE REPORT" CONTAINED IN

REFTEL (C) IS ILLUSTRATIVE. OBSERVATION REGARDING AMBASSADOR'S INVOLVEMENT AND IMPACT OF USIS FILM ENHANCES VALUE OF REPORT AND PROVIDES INSIGHTS NOT OTHERWISE AVAILABLE TO A WCAG. CONCRETELY, CONSIDERING 1ST QUARTER ACTIVITIES IN UK CCP, IT WOULD HAVE BEEN USEFUL TO KNOW, WITH RESPECT TO CAMPAIGN 2, ACTION 6 FOR EXAMPLE, WHAT REACTION HAS BEEN TO EFFORTS TO PROMOTE FBP SHOW ATTENDANCE? WHAT WAS EVALUATION OF THE IN-STORE PROMOTION (CAMPAIGN 5, ACTION 2)? WHAT WERE THE PROGRAMS THROUGH WHICH EFFORTS WERE MADE TO REACH BUSINESSMEN IN THE PROVINCES (CAMPAIGN 5, ACTION 7)? WAS ANY BUSINESS TRAVEL BY GROUPS UNDERTAKEN AS RESULT OF ACTION 4, CAMPAIGN 9? DID POST MANAGE TO HOLD A U.S.-UK BUSINESS DAYS ACTIVITY DURING THE 1ST QUARTER (SECTION III, ACTIVITY NO. 4)?

4. WE LOOK FORWARD TO 2ND QUARTER REPORT FOR MORE INFORMATION REGARDING ABOVE-MENTIONED QUESTIONS AND ANY FURTHER INSIGHTS POST MAY WISH TO OFFER REGARDING ITS ACTIVITIES IN PURSUIT OF CCP GOALS.

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Message Attributes

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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